

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY LONDON

UNCLAS STATE 224058

E.O. 11652: N.A.

TAGS: BEXP, UK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FY 1975 - FINAL
EVALUATION REPORT

REF: LONDON 10981

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) REVIEWED
AUGUST 28 FINAL REPORT (REFTEL) ON FY 1975 PROGRAM. WCAG
PLEASED TO NOTE THAT POST EXCEEDED CAMPAIGN TARGETS AND IS
MOVING TOWARDS A MORE INITIATIVE ORIENTED OPERATION.

2. WCAG CONCURS WITH PROGRESS REPORT RECOMMENDATION THAT
FUTURE PLANNING FOR UTILIZATION OF AVAILABLE PERSON-DAY
RESOURCES GIVE FIRST PRIORITY TO FULL ACCOMPLISHMENT
OF CAMPAIGN OBJECTIVES, INCLUDING BSP RECRUITMENT, AS
STATED IN EACH CAMPAIGN ACTION CALENDAR.

3. WCAG RECOGNIZES PROBLEM POSED IN BREAKING OUT OF U.K.
CUSTOMS STATISTICS EMPIRICAL EVIDENCE OF OUR TRADE PROMOTION
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IMPACT AS CALLED FOR BY FY-1975 CCP. FACT THAT VARIANTS

AND INTANGIBLES CAN INFLUENCE STATISTICAL RESULTS APPRECIATED BY WCAG, AND INCREMENTAL SALES DATA WILL THEREFORE NOT BE REQUIRED FOR FY 1976 CCP.

4. WCAG CONSIDERS FY 1975 CCP EXPERIENCE AND ACCOMPLISHMENTS HIGHLY BENEFICIAL AND PRODUCTIVE AND THAT THE ESTABLISHMENT OF MANAGEMENT-BY-OBJECTIVE PRINCIPLES WILL FURTHER STRENGTHEN OUR COMMERCIAL PROGRAM FOR FY 1976. KISSINGER

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